**COMPANY NAME**

FOR IMMEDIATE RELEASE

INSERT DATE

Contact: INSERT NAME OF COMPANY REPRESENTATIVE, PHONE, EMAIL

**NAME OF COMPANY Launches Rainforest Alliance Certified™ TYPE OF FRUIT**

In response to growing consumer demand for sustainable produce, NAME OF COMPANY, a LOCATION-based TYPE OF FRUIT producer, has recently become a Rainforest Alliance Certified™ farm that meets comprehensive environmental and social standards, protecting wildlife habitat and workers alike.

NAME OF COMPANY will start selling NUMBER TYPE OF FRUIT from Rainforest Alliance Certified farms in LOCATION OF ORIGIN by DATE OF LAUNCH in LOCATION OF AVAILABILITY/RETAILER.

INSERT QUOTE FROM COMPANY REPRESENTATIVE EXPLAINING WHY THEY BECAME RAINFOREST ALLIANCE CERTIFIED

INSERT SHORT PARAGRAPH WITH DETAILS ABOUT THE COMPANY

Rainforest Alliance Certified™ farms have met the standards of the Sustainable Agriculture Network (SAN), a coalition of conservation organizations in Latin America for which the Rainforest Alliance serves as secretariat. Rainforest Alliance certification promotes sustainable farm management and incorporates a range of environmental, social and economic standards, including water and soil conservation, wildlife protection, housing and healthcare for farm workers, and access to education for farm children.

INSERT QUOTE FROM RAINFOREST ALLIANCE REPRESENTATIVE

Coffee, banana and cocoa farms used to make up the majority of Rainforest Alliance Certified farms. However, now a wide range of tropical fruits, such as mangos, pineapples, passion fruit and guava, are grown on Rainforest Alliance Certified™ farms. [If Applicable] NAME OF COMPANY is the first Rainforest Alliance Certified NEW TYPE OF FRUIT producer.

About 39 percent of Americans claim to prefer “environmentally friendly” products, according to a 2008 survey conducted by the communications agency Cone LLC and the Boston College Center for Corporate Citizenship. In addition, 80 percent of those surveyed believe certification by third-party organizations can play an important oversight role to make sure environmental messaging on products is accurate.

Consumers can show they care about the environment and fruit-growing communities by choosing products like COMPANY NAME’s TYPE OF FRUIT, which are grown in a way that benefits workers, communities and the environment.

BLURB ABOUT COMPANY AND LINK TO COMPANY WEB SITE

The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior. *The Rainforest Alliance CertifiedTM seal appears on products from farms that comply with the standards of the Sustainable Agriculture Network (a group of NGOs for which the Rainforest Alliance serves as the secretariat) and should not be confused with any other certification mark or product label. Care should be taken when referring to labels generically, as terms such as ethical, fair, or sustainable have specific meanings within the scope of each label’s approach to improving the social and environmental impact of business and commerce.* For more information, visit [*www.rainforest-alliance.org*](http://www.rainforest-alliance.org). For media queries, contact Brittany Wienke at *[bwienke@ra.org](mailto:gruethling@ra.org)* or 646-452-1939.